



*Our mission is to improve the lifelong health
and nutrition of women, infants, and
young children in Washington State.*

2003 Annual Report

Washington WIC



WIC builds healthy families and strong communities

Welcome to the Washington WIC 2003 Annual Report. This report reviews our performance over the past year and shows the many ways WIC strengthens communities from promoting healthy habits in young families to its contribution to our state and local economies.

The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) is an integral part of Washington's public health system, designed to reach families most in need of preventive health services including prenatal care, immunizations, family planning, and tobacco cessation programs. This report profiles some of the innovative and collaborative approaches we've taken in partnership with local

communities to promote individual, family, and community well-being.

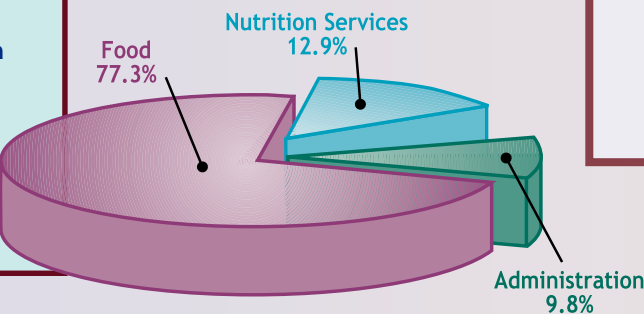
We invite you to read this report with a critical eye and an open mind, and encourage you to contact us with questions. You'll find our contact information on the back cover.

2003 WIC Funding

WIC is sustained by a partnership that includes federal, state, and local government agencies, tribes, non-profit organizations, and businesses.

- Federal funds
U.S. Dept. of Agriculture:
\$99.8 million
- Infant formula
manufacturer rebate:
\$22.3 million
- State funds: \$1.5 million
- Local government
funds
- Local private funds

How WIC Funds Are Spent



WIC Facts

- WIC provides nutritious foods, nutrition education, referrals, and breastfeeding information to 260,000 women and children each year.
- WIC serves 49.2% of all infants born in Washington. 65.2% of infants born in rural counties are served by WIC.
- WIC services are provided in all 39 counties at 235 sites.
- 67% of WIC households include at least one person who is employed.
- 70% of WIC households live at or below the federal poverty level.¹
- 10,714 women and children on WIC are in the military or live in military households.
- WIC serves a diverse population:
 - Caucasian – 50.7%
 - Hispanic – 26.1%
 - Black – 8.3%
 - Asian/Pacific Islander – 6.9%
 - American Indian – 8.0%

WIC Performance Profile

WIC contributes \$94.5 million to local economies

WIC checks are used to purchase milk, eggs, cheese, juice, peanut butter, low-sugar/high-iron cereals, infant formula, and dried beans, peas and lentils at more than 750 grocery stores statewide.



WIC attracts families to preventive health services

Families seek out WIC services. In 2003, more than 19,400 calls to the Healthy Mothers Healthy Babies statewide referral line were from pregnant women and families with young children calling for WIC.² With this one call, they got help finding WIC and also received information about other preventive health services.



You don't get the run-around at WIC

In one appointment, WIC determines eligibility, conducts a health screening, provides nutrition education, makes referrals, and issues WIC checks.

WIC is a gateway to other services

WIC works hard to make sure families are connected to preventive health and related services. Over 1.3 million times last year, WIC staff discussed these services with families and provided the information and support needed to access them successfully.

WIC serves an increasingly diverse population

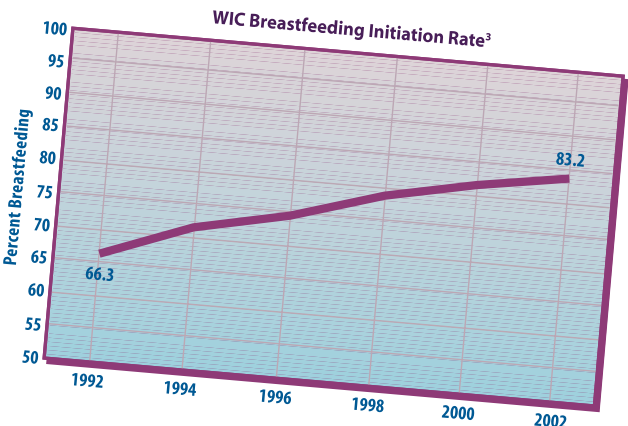
The families WIC serves include foster children, grandparents raising their grandchildren, military households, and farmworker families. WIC families are also ethnically and culturally diverse. Services are now provided in more than 50 languages.

WIC breastfeeding rate reaches 83.2%

Washington WIC's breastfeeding initiation rate is one of the highest in the country and continues to improve. Breastfeeding support and education are

2002 WIC Breastfeeding Initiation Rates ³		
1. Oregon	84.9%	
2. Hawaii	84.0%	
3. Montana	83.9%	
4. Washington	83.2%	
5. Alaska	82.3%	
6. Idaho	79.6%	

key parts of the WIC program because breastfed children have fewer infections and are less likely to develop chronic conditions including obesity and diabetes later in life.



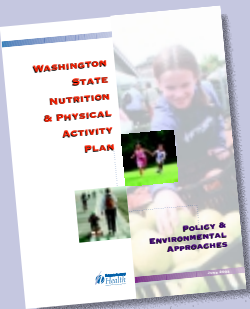
Eye On the Bottom Line

WIC streamlines operations

In 2003, state and local WIC staff teamed up to identify ways to streamline services and reduce local program costs. 49 of 59 ideas generated by this collaboration are being implemented.

WIC safeguards program integrity

- ✓ Services grounded in good science
- ✓ Strong local community involvement and support
- ✓ Systematic on-site monitoring of clinics and grocery stores
- ✓ System edits reject suspect checks
- ✓ Sanctions enforced – funds recovered



Direct and individualized WIC nutrition services complement public health policy and environmental approaches to promoting nutrition and physical activity and preventing chronic disease.

PUBLIC HEALTH
ALWAYS WORKING FOR A SAFER AND
HEALTHIER WASHINGTON

WIC is Making a Difference Through Innovation and Collaboration

Breastfeeding

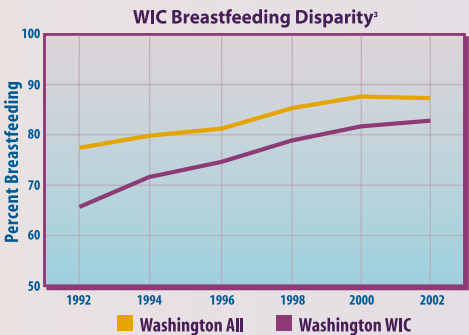
WIC's long-term commitment is paying off

Breastfeeding is one of the most powerful and cost-effective ways to protect the health of infants and children. For this reason, breastfeeding promotion and support has been one of WIC's top priorities for more than 20 years.



WIC promotes breastfeeding through broad-based community partnerships

- WIC coordinates a statewide coalition with more than 20 active local alliances that mobilize community support to remove physical, cultural and policy barriers to breastfeeding.
- WIC supports multi-cultural peer counselor programs for breastfeeding. Peer support increases breastfeeding rates, especially for women whose friends and family did not breastfeed.
- Each year WIC funds comprehensive training on breastfeeding education and support for more than 400 WIC staff, physicians, lactation consultants, and nurses.



WIC narrows the gap

Breastfeeding initiation rates are lowest among women with lower incomes. In Washington, WIC has worked hard to close the gap between these women and the general population. From 1992 to 2002, the disparity in breastfeeding initiation rates between women on WIC and all women in the state narrowed from 11.1% to 3.9%. Nationally the gap remains greater than 10%.³

Moms do a lot of hard things - breastfeeding shouldn't be one of them

Every additional day a mother breastfeeds, particularly during her baby's first year, is an investment in her child's lifelong health. WIC is building on its success at increasing breastfeeding initiation rates, helping mothers breastfeed longer by removing or reducing the many cultural and other barriers that stand in their way. One example is the breast pump loan program, which gives mothers the opportunity to provide their children with breast milk after returning to work or school.



Healthy Habits

Mobilizing families and communities to promote nutrition and physical activity

The Washington WIC Healthy Habits project catalyzed community partners to join together and design local approaches to help families eat better and get active. Healthy Habits messages and approaches continue to be used and refined and will soon be adopted by programs beyond WIC and in multiple states across the nation.



Be healthy. Be active.
30 minutes a day
at least 10 minutes at a time
5 days a week

Physical activity is key to preventing obesity.

Together with local community partners, WIC developed creative ways for families to "get moving," including events like the WIC Olympics and family swim nights.



Extra money and training were provided to local communities to turn ideas into action. One creative effort involved children in gardening as a source of healthy foods and a fun way to be active.



Colorful eye-catching materials all over town – the WIC clinic, the community center, the doctor's office – reinforced key messages like "Turn off the TV." Less TV means more time for active parenting and play.

The Family Meals campaign encouraged families to eat together. Research shows families who eat together benefit from more positive parenting opportunities and actually eat better foods.



WIC and Immunization - Building bridges in the public health community

A model partnership forged in Washington state to increase immunization rates and improve access to health services is producing results. Records in the statewide immunization registry are more complete than ever before, which means fewer children are receiving duplicate shots and immunization outreach can be focused more effectively. This collaboration is receiving national attention as it highlights what is possible when old public health partners work together in new ways.

"The Immunization Program and WIC have demonstrated a strong, productive partnership and CDC supports their efforts."

- Brad Prescott,
CDC National Immunization Program

WIC Farmers Market Nutrition Program

The Farmers Market Nutrition Program helps WIC families purchase locally grown fresh fruits and vegetables at farmers markets in their communities. The program increases fruit and vegetable intake, provides direct income to local farmers, and promotes community-based farmers markets.

2003 Program at a Glance

# of counties	16
# of participating farmers markets	29
# of local farmers.....	434
# of WIC clients	42,051
\$ value of checks spent	\$416,668

WIC Partners Make the Difference

Thousands of individuals working and volunteering at government agencies, tribes, businesses, and community organizations across the state turn their values into action on behalf of WIC families every day. Staying the course. Changing the world. Thank you.

Local WIC Agencies

Adams County Health District
Asotin County Health District
Benton Franklin Health District
Chelan Douglas Health District
Clallam County Health and Human Services
Clark County Health Department
Coastal Community Action Program
Columbia Basin Health Association
Columbia County Public Health District
Columbia Valley Community Health
Colville Confederated Tribes
Community Action Council of Mason/
Thurston/Lewis Counties
Community Health Care
Community Health Center La Clinica
Country Doctor Community Clinic
Cowlitz Family Health Center
Family Health Centers/Centros De Salud Familiar
Franciscan Health System
Garfield County Health District
Garfield County Hospital District
Good Samaritan Outreach Services
Grays Harbor County Public Health and Social Services
Group Health Cooperative Medical Centers
Harborview Medical Center
Highline Community Hospital Midwifery Services
International Community Health Services –
International District Clinic
Island County Health Department
Jefferson County Health and Human Services
Kitsap Community Resources
Kittitas County Health Department
Klickitat County Health Department
Lewis County Public Health and Social Services
Lincoln County Health Department
Lower Elwha Klallam Tribe
Lummi Tribal Health Clinic
Makah Tribal Council
Mary Bridge Children's Hospital/
Multicare Health System
Mattawa Community Medical Clinic
Moses Lake Community Health Center

Mother-Baby Services at Affiliated Health
Nooksack Tribal Clinic
Northeast Tri County Health District
Odessa Brown Children's Clinic
Okanogan County Health District
Pacific County Public Health & Human Services
Peninsula Community Health Services
Port Gamble S'Klallam Tribe
Pregnancy Aid/WIC of Snohomish County
Public Health - Seattle & King County
Public Hospital District 1, Mason General Hospital
Puget Sound Neighborhood Health Ctrs. - High Point
Puyallup Tribal Health Authority
Quileute Tribe
Quinault Indian Nation
Quincy Valley Medical Center
San Juan County Health and Community Services
SeaMar Community Health Centers
Seattle Indian Health Board
Skagit County Community Action Agency
Skagit County Health Department
Skamania County Health Department
South Puget Intertribal Planning Agency
Spokane Regional Health District
Spokane Tribe of Indians Health & Human Services
Suquamish Tribe
Swedish Medical Center
Swinomish Indian Tribal Community
Thurston County Public Health and
Social Services Department
Tulalip Health Clinic
University of Washington Medical Center
Upper Skagit Tribe
Wahkiakum County Health and Human Services
Walla Walla County Health Department
West Central Community Center
Whatcom County Health Department
Whitman County Health Department
Yakama Nation
Yakima Neighborhood Health Services
Yakima Valley Farm Workers Clinic

WIC Service Sites

Churches
City halls/town halls
Community action councils
Community centers/halls
Community health centers
Family planning clinics
Family resource/support centers
Fire stations
Granges
HeadStart/ECEAP programs
Health departments/districts
Hospitals
Housing and Urban
Development (HUD) office
Indian health clinics
Library
Migrant health centers
Military medical and family
resource centers
Orchard workers housing
Physician offices
Primary care and urgent care clinics
Schools
Senior center
Teen parenting/health clinics
Veterinary clinic
Women's alcohol/substance
treatment center
Women's resource center
Youth outreach center

WIC Grocery Stores

National and regional corporations
Military commissaries
Large independently owned and operated
Small family owned and operated

¹Washington WIC Client Information Management System (CIMS), household income at or below 105% federal poverty level

²Healthy Mothers Healthy Babies Coalition of Washington State, Quarterly Report, 4th Quarter 2003

³ "Mothers Survey, Ross Products Division, and Abbott Laboratories." 2003 – Abbott Laboratories.

Contact Us

Visit www.doh.wa.gov/cfh/wic where you'll find more information about Washington WIC, a copy of this report, and county-specific fact sheets. You can also call 1-800-841-1410 and press 0, or write PO Box 47886, Olympia WA 98504-7886. For persons with disabilities, this document is available on request in other formats.

